

Message Text

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PAGE 01 STATE 251559

60

ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 RSC-01 /019 R

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DRAFTED BY: COM/BIC/CAGNE:FDMANZOLILLO

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COM/BIC/CAGNE:DRHENDERSON/PBHALE

NEA/ARP:RAHERNE (INFO)

COM/DIBA/SSD/TTHOMAS

COM/DIBA/OIM:GCLAUSEN

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P 142207Z NOV 74

FM SECSTATE WASHDC

TO AMEMBASSY BEIRUT PRIORITY

AMEMBASSY JIDDA

AMCONSUL DHAHRAN

UNCLAS STATE 251559

E.O. 11652: N/A

TAGS: BEXP, LE, SA

SUBJECT: BUILDING MATERIALS

AND CONSTRUCTION EQUIPMENT--RIYADH,

APRIL 1975

REF: (A) BEIRUT 13529 (B) STATE 244322 (C) JIDDA 6467 (D) JIDDA

5842 (E) JIDDA 5603 (F) JIDDA 5042

A. DUE TO USDOC DECISION TO CHANGE SHOW FROM 25 TO 50 EXHIBITORS AND DIFFICULTY IN OBTAINING SUITABLE SITE PER REF A-F, USDOC CONCURS RTDO RECOMMENDATION POSTPONING SUBJECT EVENT TO NOVEMBER 2-7, 1975.

B. IN LIEU OF THE ABOVE AND CONSISTENT WITH THE ENTHUSIASM SHOWN BY US BUSINESS, USDOC PROPOSES A BUSINESS OPPORTUNITIES SHOW AND SELL IN BUILDING/CONSTRUCTION MATERIALS AND EQUIPMENT CONSISTING OF 20-25 TOP OFFICIALS FROM ARCHITECTURAL AND ENGINEERING FIRMS, COMMUNITY DEVELOPMENT FIRMS AND BUILDING MATERIAALS MANUFACTURING FIRMS INCLUDING PRE-FAB AND PRE-ENGINEERED
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BUILDINGS. GROUP WILL VISIT JIDDA, RIYADH AND DHAHRAN AND

PERHAPS ANOTHER GULF COUNTRY. SHOW AND SELL GROUP WOULD CARRY ONLY BROCHURE MATERIALS AND SUITCASE TYPE SAMPLES.

C. POST ACTION

1. WITH NEW NOVEMBER DATE FOR THE EXHIBITION WILL RIYADH CONFERENCE CENTER AND INTERCONTINENTAL HOTEL FACILITIES BE AVAILABLE?

2. CONFIRM NOVEMBER 2-7, 1975 SHOW DATES OR RECOMMEND SUITABLE DATE FOR RIYADH SHOW.

3. NEGOTIATE SIGNED OPTION FOR SITE WITH NO OBLIGATION FOR 50 EXHIBIT SHOW. REQUIREMENT MINIMUM OF 1500 SQUARE METERS OF GROSS EXHIBIT SPACE.

4. NAMES OF THREE FREIGHT FORWARDERS CAPABLE OF HANDLING SHIPMENTS EXPEDITIOUSLY TO AND FROM SHOW.

5. POST CONCURRENCE ITEM B. INGERSOLL

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